ABSTRACT

The following subject matter associates new or different media content with a particular playlist while maintaining the playlist's corresponding reference(s) to content such as streaming media content. A server component receives a request from a client for one or more content items. The server component identifies a data structure that refers to one or more further content items. Next, the server modifies the data structure to reference the content item or items requested by the client. The server provides the content items referenced by the modified data structure to the client.